

Magazine: SKI  
Issue: 1/00/84

Total Pages: 182

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERITIM # 643 pg:10	19			OPP: "FLAT FILLING? PUSH OR PULL?"
		NEWPORT # 409 pg:21		
PLAYERS 100+85M # 127 pg:37	17			OPP: "WINNING HANDS".
		SALEM+L # 414 pg:45		
		CAMEL # 283 pg:51		

TOTAL CIGARETTE ADS = 5    TOTAL ADVERTISING = \$91,850

2040693375

Magazine: SKI  
Issue: 2/00/84

Total Pages: 118

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO 100L # 105 pg:2C	110			OPP: BW AD.
PLAYERS 100+85M # 130 pg:12	9			OPP: "RIGHT FIT, HIGH PRICE OF FEATHERS".
		CAMEL L # 444 pg:23		
		SALEM+100 # 419 pg:3C		

TOTAL CIGARETTE ADS = 4    TOTAL ADVERTISING = \$80,652

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Magazine: SKI  
Issue: 3/00/84

Total Pages: 102

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT UL+MLL # 149 pg:2C	101			OPP: BW AD.
		CAMEL L+CAMEL # 453 pg:11		
		SALEM L+100L # 217 pg:50-51	CS	
MARLBORO+100 # 917 pg:BC	58			

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$98,659

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Magazine: SKI

Issue: 4/00/84

Total Pages: 98

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS 100+85M # 134 pg:20	14			OPP: BW AD.
MARLBORO L+100L # 344 pg:15	13			OPP: "SKI PEOPLE".
MERIT+M # 647 pg:29	13			OPP: "MY HONKY-TONK HEROS".
		SALEM+100 # 428 pg:53		
		CAMEL L # 472 pg:BC		

TOTAL CIGARETTE ADS = 5      TOTAL ADVERTISING = \$95,226

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Magazine: SKI  
Issue: 9/00/84

Total Pages: 238

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT+M # 663 pg123	121			
		STERLING # 114 pg145		
		CAMEL L # 496 pg174-75	SP	
MARLBORO L # 952 pg130	99			OPP: "LAST RUN".

TOTAL CIGARETTE ADS = 4    TOTAL ADVERTISING = \$95,436

2040693379

Magazine: SKI

Issue: 10/00/84

Total Pages: 216

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARL+100 L # 982 pg:13	33			OPP: "IN THIS ISSUE".
PLAYERS 100+95M # 141 pg:47	13			OPP: "YOUR YEAR FOR EUROPE?"
		SALEM+L # 433 pg:61		
		STERLING # 117 pg:77		
		CAMEL L # 516 pg:85		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$91,850

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Magazine: SKI  
Issue: 11/00/84

Total Pages: 292

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT-M # 666 pg:25	18			OPP: "SKI CLINIC". REG. PGS.
		CAMEL L # 515 pg:44-45	SP	NOTE: 10 PG - 1/2 PG BOOKLET.
		STERLING # 114 pg:57		
		SALEM+100 # 449 pg:30		

TOTAL CIGARETTE ADS = 4      TOTAL ADVERTISING = \$95,436

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Magazine: SKI

Issue: 12/00/84

Total Pages: 226

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		SALEM+L # 450 pg:17		
		CAMEL # 291 pg:53		
		STERLING # 114 pg:65		
PLAYERS 100+85M # 143 pg:BC	99			

TOTAL CIGARETTE ADS = 4    TOTAL ADVERTISING = \$79,943

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